GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

Special Campaign for Enhancing Digital Financial Literacy for encouraging cashless transactions and for ameliorating the hardships to common people - guidelines – Orders issued.

PLANNING (XIV) DEPARTMENT

G.O.RT.No. 592 **Dated: 01-12-2016**

Read:

Instructions of Hon'ble Chief Minister, dated: 30.11.2016.

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O R D E R:

The recent decision of the Government of India to demonetize the high denomination currency notes have resulted in certain immediate hardships to the people. These hardships can be ameliorated by collective and coordinated efforts of various stakeholders like government, bank, businessmen and public in general with focus on economically weaker section of the society.

2. With an intent to move towards a less cash economy and with the ultimate objective of cashless economy, the Government of Andhra Pradesh, has initiated an extensive digital financial literacy campaign to educate entire population of the State, on cash less digital financial transactions using mobile and internet. Successful implementation of this endeavor of making the people of the State comfortable with digital financial transaction, creating 100% financial inclusion in terms of each family having at least one account linked to mobile phone or internet or Rupay card, can create a viable model for emulation by others

3. The Government therefore hereby order to conduct a Special Campaign with twin objectives of (a) Creating Financial Digital Literacy and (b) Establishment of Financial Digital Infrastructure from 2nd December, 2016 to 30th Decmeer,2016. The campaign will be coordinated by a Multi-Departmental Team under the overall supervision of the District Collectors supported by the Lead District Managers(LDMs) in the Districts under the guidance of Nodal officers appointed by the Government for each district. The District Collectors and LDMs shall effectively undertake this campaign and take all necessary actions for making this initiative successful by encouraging the common people to adopt cashless payments.

P.T.O.,

4. The detailed guidelines for effective implementation of the programme are appended to this order. The departments and authorities concerned are requested to initiate action accordingly.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

SATYA PRAKASH TUCKER,
CHIEF SECRETARY TO GOVERNMENT.

To
All the Special Chief Secretaries / Principal Secretaries /
Secretaries to the Government.
All the HoDs concerned,
All the Collectors and District Magistrates in Andhra Pradesh.
The Convenor, SLBC, Andhra Pradesh
P.S. to Hon'ble Chief Minister /Chief Secretary/ Special Chief Secretary to
Hon'ble Chief Minister.
P.S. to District In-charge Ministers.
P.S to VC APSPB
Resident Commissioner, AP Bhavan New Delhi
PS to Secretary to Govt. (Poll) /PA to J.S to Govt. (Protocol)
SF/SC.

//FORWARDED :: BY ORDER//

SECTION OFFICER.